

Message Text

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TAGS: BEXP, IR

SUBJ: COMMERCIAL PRESENCE FAIRS (CPF)

REF: A. STATE 279299 OF 12/22/74 B. TEHRAN 10515 OF 12/12/74

C. TEHRAN 10162 OF 12/1/74

1. SUMMARY: THIS TELEGRAM CONSTITUTES POST RECOMMENDATION AND JUSTIFICATION FOR PARTICIPATION 1975 TEHRAN INTERNATIONAL TRADE FAIR AND POST'S REQUEST FOR INCLUSION IN FY '76 CPF PROGRAM. BASED ON PREVIOUS YEAR'S BUDGET, POST REQUESTS CPF CONTRIBUTION OF \$25,000.

2. MAJOR CPF SCHEDULED IRAN DURING 1975 IS THIRD ANNUAL TEHRAN INTERNATIONAL TRADE FAIR (TITF), SEPTEMBER 16-27, TO BE HELD AT GROUNDS INTERNATIONAL FAIRS AND EXHIBITIONS CORPORATION, ADJACENT TO HILTON IN NORTH TEHRAN. ABOUT 35 FOREIGN COUNTRIES EXPECTED TO SPONSOR NATIONAL PAVILIONS IN ADDITION TO IRANIAN PARTICIPATION. PRODUCTS EXHIBITED RANGE FROM LIVE ANIMALS TO HEAVY MACHINERY TO SMALL CONSUMER ITEMS.

3. JUSTIFICATION PARTICIPATION THIRD TITF AS FOLLOWS:

A. DUE RAPID DEVELOPMENT PROJECTS OF ALL SECTORS IRANIAN ECONOMY AND AMBITIOUS GOI DEVELOPMENT PROJECTS FINANCED BY VERY SUBSTANTIAL OIL REVENUES, IRAN OFFERS LARGE MARKET FOR US PRODUCTS AND TITF EFFECTIVE VEHICLE FOR DISPLAYING, IN PARTICULAR, NEW-TO-MARKET AND HIGH-TECHNOLOGY PRODUCTS.

B. SUCCESS OF ENDEAVOR AND PARTICIPATION MAJOR TRADING PARTNERS IMPORTANT TO GOI, WITH RESULT THAT MOST OECD COUNTRIES AND MANY US

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FIRMS DOING BUSINESS WITH GOI BELIEVE SOME PRESENCE NECESSARY.

C. SIGNIFICANT SALES OF US PRODUCTS ARE NEGOTIATED DURING TITF:
IN 1974, US EXHIBITORS REPORTED OVER \$7 MILLION FLOOR SALES AND
ESTIMATED \$15 MILLION IN FUTURE SALES AS RESULT OF FAIR; IN ADDI-
TION, CATTLE SALES OF APPROXIMATELY \$12 MILLION RESULTED FROM USDA
PARTICIPATION.

D. TITF IS POPULAR ATTRACTION--OVER 700,000 PERSONS VISITED 1974
FAIR, MOST OF WHOM VISITED US PAVILION.
IN SHORT, EMBASSY BELIEVES THAT TITF OFFERS EXPOSURE AND REASONABLY
GOOD SALES PROSPECTS. WE ALSO BELIEVE THAT US PAVILION WOULD FUR-
THER US POLICY GOALS AND WOULD HAVE PUBLIC RELATIONS IMPACT FOR USG
AND PARTICIPANTS. FURTHERMORE, ABSENCE OF OFFICIAL PARTICIPATION
WOULD HAVE SOME NEGATIVE REPERCUSSION.

4. COUNTRY TEAM DISCUSSING POSSIBLE THEMES. COMBINATION BICENTE-
NNAL/200 YEARS OF INDUSTRIAL PROGRESS ONE SUCH THEME WHICH WOULD
PROVIDE POPULAR AND EDUCATIONAL ATTRACTION ALONG WITH CENTERPIECE
FOCUS ON INDUSTRIAL PRODUCTS.

5. BASED ON 1974 COSTS, POST FORECASTS BUDGET OF ABOUT \$90,000
WITH \$25,000 FROM CPF PROGRAM AND BALANCE DEFRAID BY EXHIBITORS
CONTRIBUTING \$145 PER SQUARE METER FLOOR SPACE. WHILE FAIR LITER-
ATURE STATES FLOOR SPACE RENTAL COSTS \$55 PER SQUARE METER, EMBASSY
BELIEVES PRICE TO USG CAN BE NEGOTIATED DOWN TO APPROXIMATELY \$35.
CONSTRUCTION OF STANDS, UTILITIES, STAFFING AND HOSPITALITY CON-
STITUTE OTHER MAJOR BUDGET ITEMS. EMBASSY HOPEFUL OF RECRUITING 15
TO 20 PARTICIPANTS AND WILL BEGIN RECRUITMENT AS SOON AS DECISION
RE CPF FUNDING AND THEME ARE RESOLVED. MORE DETAILED INFORMATION
(WHEN AVAILABLE) WILL BE SENT VIA AIRGRAM.

6. IN ANTICIPATION PROBABLE USG PARTICIPATION, EMBASSY HAS MADE
TENTATIVE RESERVATION FOR PAVILION. RESERVATION MUST RPT MUST BE
CONFIRMED BY JANUARY 31. ACCORDING FAIR AUTHORITIES, ALL
PAVILION SPACE IS FULLY RESERVED.

7. ACTION REQUESTED: PLEASE ADVISE RE CPF FUNDING PRIOR TO
JANUARY 31 DEADLINE FOR PAVILION RESERVATION.
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